

Getting to know you...

The exact name of business (include Inc. or LLC, etc.) _____

What kind of logo/artwork/photos/visuals/graphics will be included (Is existing branding established?) _____

Does this publication/site need to conform to a corporate style? _____

If not, will you need our services for logo design? _____

Will you use any slogans, mission statements, or taglines? _____

Phone _____ Fax _____

Address _____

Nature of the business _____

Who is the target audience/customer? _____

What is the purpose and intention of the project? _____

When was your business established? _____

When is this needed? _____

What is the budget? _____

Number of employees (do you want to use the term "we" & "our") _____

Office hours or by appointment? _____

Any demographic concerns? _____

Any geographical concerns? _____

Qualifications/certifications/memberships? _____

Features/advantages over competition? _____

Prices? Credit cards or other forms of payment accepted _____

Any biographical sketches or special qualifications _____

Product highlights _____

Do you have a printer, or web site host company, or other vendor(s) established already? _____

Any coupons to be used _____

Any testimonials to use _____

What impression do you want your marketing material to convey about your company? _____

"MEAT and POTATOES"

Products and services offered. This step is absolutely crucial. It may take you some time, and you may find you want help with this step, but it is one that cannot be overlooked. Know exactly what you're selling or communicating. Do you strictly stay with a defined array of services? Do you offer one or more unusual or valuable specialties? Develop your message in no more than 50 to 100 words - -encapsulating what you're all about and why someone should be interested in your product and services. You'll say these words over and over as you meet people and present yourself to prospective clients/customers on the phone or in person. The crispness with which you state your business will come across to potential business as confidence and expertise.

Web site customers:

What function will the website serve (electronic presence, schedules, ecommerce...?) _____

Is functionality/application or look and feel most important in your opinion? _____

What do you feel is the single most important feature of the site? _____

What is the range of the targeted visitor? (Age - other?) _____

What do you want them to take away from the site? _____

Who is your competition? Do they have a website? If so, what do you think about it? _____

Are you familiar with any web sites that appeal to you? (please list them) _____

If so what elements of those sites would you like on your website? _____

WEB SITE NUTS & BOLTS

BASICS:

Do you have a registered domain name? _____

How many combinations have you registered? (With whom? Do you have usernames? Passwords?) _____

Is the registration up for renewal at any point in the next 4 months? _____

Does somebody currently host your site or do you have internal server capabilities? What kind? _____

If you have an existing site, are there any elements that you would like to carry over into the new site? _____

Who designed/developed the existing site? _____

Are you happy with your current hosting company? _____

Will you want to continue with them once the new web site is developed? _____

What is your estimate on your targeted audience and their ability to use technology? _____

GRAPHIC DESIGN ELEMENTS:

Does your company have established branding/identity standards in place? (Does it need to conform to corporate style?) _____

Color scheme / style / typeface preferences _____

What specific elements of the branding need to be incorporated into the website? _____

Do you have a logo? Established corporate colors? A standards manual? _____

What message needs to be reinforced through the graphic elements contained on the site? _____

Do you envision the use of photography of illustration on the site? Do you have a preference? _____

Would you like to add any multimedia features on the site? (animation, product demos, video, audio..?) _____

What do you think these should add? _____

ADMINISTRATION:

Who will be designated "project manager"? _____

Is this the final decision maker on all aspects of the web site? _____

Do you have a technical staff who will be working directly with our developers? _____

Will all content in its final form be provided for the site? If so, are you the owner of the copyright for these items? If not, do you have permission from the copyright holder, in writing for these elements to be used on the site? _____

If you are not providing finalized content, will you be looking to Starlight Design for copywriting/editing, procurement of stock or commissioned photography/illustration and any other content? _____

TECHNICAL ISSUES:

Will content be changed on a regular basis? How often? Monthly, daily, weekly? _____

How do you prefer to maintain the site? _____

Will content be provided to Starlight Design for formatting and upload, or will a designated internal administrator - with password protected access to the site - upload data? _____

Are there forms or features on the web site that require users to enter and submit information? _____

Are there any features that require database admin? (Calendar of events, register login, job listings -- etc.) _____

Is online commerce a feature of the site? _____

Is it something that may be considered for the future additions to the site? _____

Is there any downloadable content that needs to be on the site? Do you need PDF's for printable pages? Video? _____

Would you like to be able to review stats about number of hits, pages most visited, etc.? _____